

Rotary CROSSROADS

by Rotary Club of Singapore

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Lifetime Achievement Award Winner for 'Best Bulletin in District 3310'





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Joint Board Meeting

A joint meeting was held between the Board of Directors for 2024/2025 and Board of Directors for 2025/2026. It was a great meeting where both boards came together to discuss matters relating to the club and the handover to ensure a smooth transition for the club.

IPP Dr Chan took the lead to thank President Tom Wolf for his leadership in the current year and presented him with a trophy as a token of appreciation by the board members.



Food from the Heart: A Rain or Shine Success

Our Food from the Heart initiative on 17 May was a resounding success as RCS members, guests, and Interactors came together to complete the last-mile delivery of food packets to the elderly and needy.

The effort was ably led by Rtn Thangaraj, with strong support from Rtns Shaun, Grace, and Kishin. We were also delighted to have Rtn Tim Iaccarino from RC Capri join us for this meaningful service activity.

The Nanyang JC Interact Club, under the leadership of Valerie and Evelia, brought their usual energy, enthusiasm, and youthful strength to the cause.

It was a true team effort—one driven by a shared commitment to serve the community, undeterred even by the heavy rains. Rotary in action at its best!



ISC Meeting

(Write Up by Rtn Deepa Navaneeth)

MAY 22nd - INTERNATIONAL SERVICE COMMITTEE (ISC) HIGHLIGHTS – LEADERSHIP IN ACTION

A Warm Closing to the Rotary Year

ISC **Dir Navaneeth** opened the **final ISC meeting of the Rotary year** with heartfelt thanks and energy, acknowledging key contributors, including **HM Mohan Vaswani** and **DGE Dr. Shahul Hameed**.

The meeting was further enriched by the presence of **three visiting Rotarians**, reflecting the global nature of Rotary and the strong ties RCS continues to build:



Rtn Tolga Saatci, President, RC Cakabey, Turkey.



Rtn Chong Kwong Woon, RC Richmond Sunset, Vancouver, Canada



PP Jack Wong, RC Rizal West, Manila, Philippines



1. Disaster Relief Fund Guidelines – A Structured Approach by ISC Chair Navaneeth

ISC Chair Rtn Navaneeth proposed a comprehensive and pragmatic framework for managing the ISC Disaster Relief Fund. Starting each Rotary year with SGD\$10,000, the fund will disburse min SGD 2,500 per disaster, supporting post-disaster relief aligned with Rotary's Areas of Focus.

To ensure transparency and accountability, host clubs must:

- Clearly define fund utilization,
- Be able to accept international transfers,
- Submit a fund utilization summary, and
- Return unused funds to RCS.

Clubs we've partnered with in the last 3 years, or those who've attended our Installations, will receive **automatic approval**. For others, the **ISC core team** will make quick, efficient decisions.

His proposal reflects strong governance, practicality, and an inclusive approach, and was well received.

Additional Safeguards:

- Work only with trusted partners, including non-Rotary entities like Red Cross or Doctors Without Borders.
- Establish a standing committee for quick action.
- Maintain balanced geographic coverage.

PP Mark suggested opening fundraising to the entire club, and DGE Dr. Shahul emphasized decision-making agility and donor flexibility. All inputs were thoughtfully considered by the ISC Chair.

2. Google Drive for Transparency

Rtn Navaneeth also introduced a **centralized Google Drive** housing ISC minutes, project data, and partnership documents. At DGE Dr. Shahul's suggestion, this will be made **View-Only for all members**, promoting transparency and continuity.

APPROVED PROJECTS

1. Million Tree Project – RC Kandy

- **Cost per sapling:** SGD\$0.50
 - **Goal:** SGD\$1,000/year from RC Singapore
 - **Partner:** Hayleys Group (Sri Lanka's largest conglomerate) to ensure tree survival
- Status:** Approved

NariShakti / Atmanirbhar – RC Delhi South

- **Empowering underprivileged youth** with vocational and soft skills
 - **2024 impact:** 67 trained, 47 employed
 - **2025-26 Target:** SGD\$5,000 to support 100 students
- Status:** Approved

Help The Children 2025 – DGE Dr. Shahul

- **Location:** Malang & Batu, Indonesia (Sept 5–7)
 - **Target:** 500 students @ USD\$125 each
 - **Scope:** Full school kit, uniforms, books, shoes
- Status:** Approved

Rotary Vivekananda School – RC Calcutta Metro South & Mahanagar

- **Cost per child:** USD\$125
 - **Target:** 100 children = USD\$12,500
 - **Scope:** Education, nutrition, transport, e-learning & co-curriculars
 - President Tom and HM Mohan Vaswani pledged support
- Status:** Approved

GUIDELINES ON SISTER, PARTNER, AND FRIENDSHIP CLUBS

Recognizing the importance of meaningful partnerships, Dir Navaneeth initiated a review of our Sister & Partner Club relationships. DGE Dr. Shahul emphasized prioritizing Legacy Clubs (e.g., RC KL DiRaja, RC Manila), clubs with strong project collaborations, and those with consistent engagement. PP Mark recommended empowering Country Champions, while Rtn Varun suggested repositioning active clubs as Partner Clubs for agility and relevance.

The discussion reflects the ISC’s and Dir Navaneeth’s commitment to quality over quantity, and to ensuring that relationships are active, reciprocal, and strategic.


Environmental & Sustainability Committee

-Donation of Drones to fight forest fires and haze




Project Head Rtn Varun Gulati. Supporting and working with Singapore based NGO 'PM Haze' to widen the scope of a successful haze mitigation and community empowerment pilot project at Sungai Tohor village on Tebing Tinggi Island in Riau Province, a 4-hour ferry ride from Singapore.

- Our club donated 2 long range DJI drones in May 2024 together with funds for training of volunteers to conduct aerial survey and mapping of haze prone areas in East Tebing Tinggi. The



local community volunteers from local NGO EKA and PM Haze prepared a comprehensive report which we received in November 2024 on the utilisation and findings of the aerial surveys and mapping conducted using the drones. The report's findings were very encouraging and showed a huge increase in volunteer confidence and ability to identify fires early and fight future fires. During the last wet season, the drones were used in unexpected ways in flood monitoring and rescue efforts in the very same locations that during the dry season are fire prone. The reviews received from trainees that formed part of the report included many requests for additional drones.

- Through the efforts of PP Mark and project head Rtn Varun Gulati, we received a small commitment of funding from two Taiwanese clubs who had heard of the good work done by RCS in various projects in Indonesia. Additionally, Rtn Claus Dusemund, a member of our club and a great believer of this project was moved enough to make a voluntary personal contribution of \$5,000 to help us continue with the funding of additional drones for this project. We are grateful for his generosity.
 - With the help of these contributions, we were able to move to phase 2 of the project Phase 2 and have committed funding for two additional drones and volunteer training and some basic firefighting equipment e.g.: portable pump, hoses, walkie talkies etc. We hope for the generosity of members to make up for any shortfall in the coming months. Meanwhile the two additional drones have been delivered and a well attended 3-day volunteer training course was conducted in late May. This phase 2 funding by RCS received wide publicity in the local online media and praise, during visits by some provincial Government officials for the regional cooperation fostered by this project
 - We hope to continue with this project in the new Rotary year under the able captaincy of Rtn Varun. In Stage 3 which we envisage to launch towards the end of calendar year 2025, we hope to raise funding by way of a Global Grant. The aim is to extend the existing peat water canal network at Sungai Tohorvillage. This will help to optimise the balancing of ground water – preserving soil moisture during the dry season, which is a critical factor in preventing peat related forest fires.
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MC&D Committee



The acronym MC&D stands for Membership, Classification and Development. The functions of this committee is little known to many, and yet plays a very important role. The committee is made up of senior members of the club and is the team that decides on the people to be offered membership to the club. It also decides on the classification of each member and the overall composition of membership in the club. By the time a member gets inducted, they would have already been cleared by the MC&D Committee. The team held its last meeting on 28 May for year 2024/2025. Thanks to this committee that we have been admitted for membership.

32nd Club Meeting

WELCOME OF GUEST



By Rtn Anson Dichaves

ROTARY TOASTS

TO Rotary Club of Alaska
&
Rotary International



Rtn Shawn Travolta



Irina Francken in behalf of RC Wellington

EXCHANGE OF BANNERS



Rtn Andy on behalf of RC Dubai

PHF PIN PRESENTATION



INDUCTION OF NEW MEMBER



Rtn Christoph Hallier

Gaurav Keerthi

CEO / Knight Commander, StrongKeep.com



Affordable Cybersecurity for all. How to protect and to mitigate your risk

In today’s interconnected world, cybersecurity is not a luxury—it’s a necessity. However, for many individuals and businesses, the cost of advanced protection can seem out of reach. "Affordable Cybersecurity for All" centers on making effective, practical security measures accessible to everyone, regardless of budget or technical background. So What are the key strategies to protect yourself and your organization? And How to mitigate risk on a budget? Mr. Gaurav Keerthi will address these critical questions, sharing practical insights and cost-effective solutions to help you stay secure in an increasing digital world.

(Correspondent: Anson Sia Dichaves)

AFFORDABLE CYBERSECURITY FOR ALL BY GAURAV KEERTHI

28th May 2025

Our distinguished speaker, Gaurav Keerthi, CEO/ Knight commander of Strongkeep.com, passionately presented his talk into three parts: 1. how digital technology changed who we are as people 2. Cyber security threat to businesses 3. And his journey in developing a unique solution to the market.

Part 1: How digital technology changed who we are as people:

The real world barely exists for youth. This mainly due to AI, on two level 1. What they think is real and fake has changed. Our speaker cites for older people when they see a wedding photograph, we know everything is real in that photo, but today wedding photo, you don’t know if the people in the photograph really existed are not because of AI 2. The way they think about knowledge has change. AI can easily create new content. For example, he used Thomas the Train, there are only 7 books published for Thomas the Train, but AI now can create new content such as ‘[Thomas in Space Fighting Aliens’, and for young people this becomes a reality for them.

Humans are biologically adapting to technology. He used the example of trigger finger, for older adults, index finger has the faster reflexes, but for the youths, their thumbs have faster reflexes because of gaming and texting. Also, the youth are losing the ability to discern high and low frequencies because of compressed music and headphones.

Communities are shaped by platforms, not people. Platforms’ algorithms shape how people interact with each other. For example: Instagram through photos; Tik Tok for short videos; Facebook through posts.

Social media is increasingly creating many shallow connections, but some divisions. Algorithms encourages engagement, reactions, and activity. Young people have many online friends that they don’t even meet them in real life.

The tech generation gap is reducing from decades to years. Mr. Keerthi use the example of email which lasted decades, but now new tech lasts years. There was the “phone call” generation and the “email generation” and the “texting generation”. Now, every 3-5 years there is a change in technology. The “Pokémon Go” generation was replaced abruptly by the “Minecraft” generation.

Getting “likes” is easy, but respect is hard. Online reputation is currency. For young people, likes becomes self-identity and image. There are real long-term consequences from our activity on the internet, what you post or commented online may one day backfire, as they will be on the internet for long time.

Part II: Mr. Keerthi then presented cyber security threat to businesses:

Geopolitics is spilling into cyberspace conflicts and attack campaigns. US-Chinese tech contestation has made supply chain decisions more complex for companies with presence across both markets. That “De-risking” = tech bifurcation. To illustrate this, he shared his “Two Wells” analogy he used in United Nation Speech. He talked about two rival families with one well. As it is a shared resource, none of the family will poison the well. But if each of the two family have their own well, using game theory, they will constantly find ways to poison each other’s well.



He mentioned state-sponsored threat groups are performing attack campaigns for their state interests and often obfuscating them with non-state threat groups: hacktivists, organized crime groups, and lone-wolf attackers.

Mr. Keerthi also shared that big tech and cybersecurity companies are now fighting proxy wars. An example for the Ukraine and Russia conflict, Ukraine move all its data to Microsoft, and now Russian state sponsored hackers are attacking Microsoft.

GenAI is a productivity tool for malware creation and social engineering. AI used for high quality phishing / deepfakes / synthetic representations of audio/visual, compromising trust. AI is doing pre-attack research for targets (including through SMB “supply chain”). And AI is accelerating creation of malware and cyber weapons, targeting niche technology platforms and widely used systems.

Ransomware is endemic, and the ecosystem is terrifying. Ransomware is now a three trillion dollar industry and the third largest economy in the world. Russian cybercriminals are allowed to operate within Russia as law enforcement turns a blind eye, so long as they comply with certain “rules”. Mr. Keerthi used an example as he and his team examine a ransomware closely, it has kill switches for Cyrillic keyboard.

Multi-extortion techniques are now more commonly observed affecting organizations: 1. Pay for decryption 2. Pay or I publish 3. Pay or I report you to regulators 4. Blackmail your customers directly. Ransomware has evolved an entire ecosystem of subcontractors, vendors, specialists, affiliates... and even auditors.



Hackers are a threat to all, but cyber industry only protects MNCs. The cyber industry has failed to meet the needs of 90% of the world's companies (SMBs). Hackers are targeting big MNCs through their SMBs supplier. He uses the example for DBS bank, the hackers hacked through DBS system by attacking the SMB that print and send mails for DBS.

Just as safety transformed the car industry like Volvo, privacy and security will transform the digital industry. Getting the basics of cybersecurity right can stop 98% of attacks.

Technology path dependence is real. Qwerty keyboards remain in use after 150 years even on touch screen despite their inefficiency and irrelevance to the original purpose. Our early decisions/ tech debt maybe hard to reverse later. How we design AI today may stick with us for 100 years.

We “uninvented” supersonic passenger travel after the Concorde crash 20 years ago. We never re-invented it even in today's currency it is cheaper than suite class travel.

Part 3: Our speaker journey in developing a unique solution to the market:

With all these happening in society and business, people are trying to build a better digital world, this led to Mr. Keerthi journey in building his cyber security business. Some of the learnings shared by our speaker:

What he learned from Ikea. The cybersecurity industry focuses on building the world's most complicated tool to defeat the world's best hackers. These tools are unnecessarily expensive for SMBs. Ikea found a way to make cabinet cheaper by re-engineering them to be “good enough” and develop a different delivery approach.

What he learned from plumbing. The cybersecurity industry wants to be noticed and stand out, because they are oh-so-clever. They market tools with complicated acronyms. SMBs just want security – they don't care about acronyms. Plumbing is hidden. You flush the toilet, and it just works. You pay a fee for it. You don't really care how it works. And if something breaks, you know who to call to fix it.

Cybersecurity for resource-constrained business is a broken industry, that is the reason he designed his business StrongKeep to fix it. He focuses on simple, affordable, effective, comprehensive cybersecurity at a ridiculously low price of around \$2500/year. He also offers further discount for non-profit to sign up. His goal is to provide every SMB in the world with affordable, effective, holistic cybersecurity.

The meeting wrapped up with Q&A, one question on the future of health care as it more risk averse because of the cyber-attack in 2018 to get then Prime Minister Lee Hsien Loong information, and another on Russia and Ukraine conflict. Mr. Keerthi ends the talk stressing the importance of cyber security as today's warfare is being fought in air, land, sea, and cyber space. We must not only protect physical domain but also the cyber domain.

Our distinguished speaker Gaurav Keerthi is the son of our Rotarian Suresh Keerthi and his wife Meera Keerthi.

Major Project Committee



A committee was formed to coordinate and oversee the major project of 2024/2025 for the next 2 years until Feb 2027.

Major project 2024/2025 provided for the refurbishment of the football pitch at Rotary Teen Challenge Stadium ("RTC Stadium") and the funding of football programmes to train children from underprivileged families and residents of Teen Challenge for 2 years until Feb 2027. The RTC Stadium was officially opened on 19 April 2025 and is situated at the premises of Teen Challenge in Tengah, northwestern part of Singapore. The project provides football training for residents of Teen Challenge and children from underprivileged homes with the aim of uplifting their lives. For Teen Challenge residents, the programme helps the residents who are ex-offenders to focus on sports and reduce the dependence on substance use. For the children, the programme provides them with a healthy lifestyle and support system which will enable them to flourish in their academic learning and development.

The committee will oversee and ensure that the project and its programmes, are carried out according to plan for the 2 year period.

The Four-Way Test

Of the things we think, say or do:

- 01. Is it the **TRUTH**?
- 02. Is it **FAIR** to all concerned?
- 03. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
- 04. Will it be **BENEFICIAL** to all concerned?

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